

**YOU CAN'T  
HELP  
INHALING-BUT  
YOU CAN  
HELP  
YOUR THROAT!**



*THAT'S vital because all smokers sometimes inhale. And inhaling increases the chance of irritation. So—read what eminent doctors report, after comparing the five leading cigarettes. They find that:*

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING CIGARETTES AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!\*

If you smoke PHILIP MORRIS you have this proved protection added to finer pleasure . . . no worry about throat irritation even when you inhale!



**CALL FOR  
PHILIP MORRIS**

**AMERICA'S FINEST CIGARETTE!**

\* Fully reported in authoritative medical journals.

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**YOU CAN'T HELP  
*INHALING*—BUT  
YOU CAN HELP  
YOUR THROAT!**



*All smokers inhale, sometimes. And inhaling increases the CHANCE of irritation. But—note this difference between leading cigarettes! Eminent doctors compared the five leading brands . . . and report that:*

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!\*

*So—even when you inhale—you have protection added to your enjoyment if you smoke PHILIP MORRIS!*

**FINER PLEASURE  
*PLUS*  
REAL PROTECTION.  
AMERICA'S FINEST  
CIGARETTE!**



\* Fully reported in authoritative medical journals.

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